

Outreach Notes



December 2004

Foreign Agricultural Service (FAS)
Office of Outreach and Exporter Assistance (OOEA)

Vol. 2



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[Director's Column](#)

OOEA's pocket guide
Helps to engage
companies in agricultural
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explains why.

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Helps to Open U.S. Agricultural
Export Markets?](#)

Email export questions to TAPO at:
tapo@fas.usda.gov

Phone: (202) 720-7420

[Links to Regional Trade Groups](#)

The following can be found on the White House website at www.whitehouse.gov

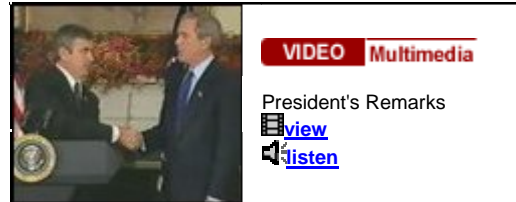
President Nominates Governor Mike Johanns as Secretary of Agriculture

The Roosevelt Room

11:42 A.M. EST

THE PRESIDENT: Thank you all. Good morning.

I am pleased to announce my nomination of Governor Mike Johanns to be the Secretary of Agriculture.



GOVERNOR JOHANNS: Thank you, Mr. President.

THE PRESIDENT: Governor Johanns is an experienced public service -- servant from America's agricultural heartland. As a son of Iowa dairy farmers, he grew up close to the land. He will bring to this position a lifetime of involvement in agriculture, and a long record of a faithful friend to America's farmers and ranchers. He will lead an important agency with the executive skill he has learned as mayor and as a two-term governor of Nebraska.

I've known Mike for a number of years, going back to my own service as a governor. I know firsthand his deep commitment to a strong farm economy. He's been a leader on drought relief in Nebraska and throughout the Midwest. He's a strong proponent of alternative energy sources, such as ethanol and biodiesel. He's traveled the world to promote American farm exports.



Governor Johanns is a man of action and of complete integrity. He knows how to bring people together to achieve results. He has been a superb leader for the people of Nebraska, and I'm grateful that he's agreed to take on this important new responsibility in my Cabinet.

GOVERNOR JOHANNS: Thank you, Mr. President.

THE PRESIDENT: I'm grateful, as well, to Secretary Agriculture Ann Veneman, for leading the Department of Agriculture these past four years. Secretary Veneman has earned the trust of farmers and ranchers across America, and the whole nation has benefited from her service. Ann played a central role in passing the 2002 farm bill, which has been critical to the success of our farmers.

She's kept our nation's commitment to fighting hunger and is overseeing major improvements in school nutrition programs. Ann led our efforts to prevent the spread of Mad Cow Disease, and worked hard to secure the food supply against the threat of bioterrorism. And she has helped set in motion an incredibly important effort to maintain the health of our forests and protect the lives and property from devastating wildfires.

I chose Ann Veneman for her great expertise, her sound judgment and her bipartisan spirit, and she has displayed those qualities every day of her tenure. Ann has also carried out her duties while facing serious illness, and for that she's earned my increased admiration and the respect of her fellow citizens. I'm proud to know her, and I thank her for serving our country.

The policies we've pursued over the last four years have revived America's economies, and have helped our farmers and ranchers earn greater income and to sell record amounts of food and fiber abroad. In a new term, we'll continue policies that are pro-growth, pro-jobs, and pro-farmer. We'll keep working to open new markets to American grain and beef and cotton and corn. We'll enforce trade laws to make sure other countries play by the rules. We will expand conservation programs to help farmers, and to protect our soil and water and wildlife.

We will stand behind family farmers by keeping taxes low and ensuring the federal death tax is repealed permanently. And when confirmed by the Senate, Mike Johanns will lead a department of 113,000 dedicated public servants, and be a champion of the farmers and ranchers who feed America and the world beyond.

I am grateful to Mike and to Stephanie, his wife, for their willingness to come to Washington. I look forward to welcoming Mike to my Cabinet.

Congratulations. I appreciate you.



GOVERNOR JOHANNNS: Thank you very much.

THE PRESIDENT: You bet, Mike.

GOVERNOR JOHANNES: Thank you, Mr. President. It is an honor and it is a privilege for me to be nominated to serve in your Cabinet. I have enormous respect for you and for the work that you are doing for our great country.

I would also like to recognize the presence of my wife, Stephanie. We've shared our lives together and today is even more special for me because Steph is here. I would also like to acknowledge our children, Justin and Michaela, and our daughter-in-law, Kim. They are all working in Nebraska, so they could not be with us today. We also have two grandchildren that we treasure, Burkett and Noelle, who are also back in our state.

If you visit my website for the governor's office, you'll find my bio there. Paraphrasing, it starts, "Mike Johanns grew up on a dairy farm near Osage, Iowa." As you can tell, I'm very, very proud of my ag background. I do feel that those years on that dairy farm did much to define who I am as a person. In my campaign for governor, as a matter of fact, we ran a radio ad and it said, "After growing up on a dairy farm, the son of John and Adeline Johanns, everything in life has seemed easy after that." (Laughter.)

As governor of Nebraska, I have devoted a substantial amount of my time promoting rural economic development and ag issues, not only in our state, but across our country and overseas. For the past four years, I want you to know that it has truly been a privilege to work on these issues with Secretary Ann Veneman. She's been a great friend to the ag community and I look forward to building on her good work.

Mr. President, you have said that agriculture is the cornerstone of our economy, and that the strength of agriculture contributes to the strength of our great nation. As governor of a state that is the fourth largest exporter of ag products, I've been able to witness firsthand your leadership and I have been able to see your commitment to strengthening the nation's ag community. Your administration and the fine men and women of the Department of Agriculture have strengthened America's food and ag system for the benefit of farmers and ranchers, rural communities, the environment and the American consumer.

If confirmed by the Senate, I look forward to advancing your rural agenda for the 21st century. There are challenges ahead, but I know that my colleagues and I from the Department of Agriculture will answer the challenge.

I will close my comments where I started -- Mr. President, thank you so much for this honor and for this opportunity.

THE PRESIDENT: Good job.

GOVERNOR JOHANNS: Thank you.

END 11:50 A.M. EST



STATEMENT

United States Department of Agriculture • Office of Communications • 1400 Independence Avenue, SW
Washington, DC 20250-1300 • Voice: (202) 720-4623 • Email: oc.news@usda.gov • Web: <http://www.usda.gov>

Release No. 0508.04

by
John Clifford, Deputy Administrator
Animal & Plant Health Inspection Service
November 23, 2004

“The USDA National Veterinary Services Laboratories (NVSL) in Ames, Iowa, has determined that the inconclusive screening test sample reported on Nov. 18 has tested negative for BSE upon confirmatory testing.

“The Nov. 18 sample is the first that has tested inconclusive under an APHIS protocol announced in August that calls for public reporting of screening results only after two reactive screens. NVSL used the immunohistochemistry (IHC) test, an internationally-recognized gold standard test for BSE, and received a negative result on Nov. 22. Because the Nov. 18 screening test results were reactive in both the first and second screens, NVSL scientists made the recommendation to run the IHC test a second time. On Nov. 23 they reported the second IHC test was negative. Negative results from both IHC tests makes us confident that the animal in question is indeed negative for BSE.

“APHIS began an enhanced surveillance program on June 1 and to date has tested over 121,000 samples for BSE. Screening tests are designed to be extremely sensitive and false positives are not unexpected. APHIS has reported three inconclusives including the Nov. 18 sample and all have tested negative on confirmatory testing.”

[US Ag Export Forecast](#)

WASHINGTON, Nov. 22, 2004 - The U.S. Department of Agriculture today released its revised quarterly forecast of U.S. agricultural export sales for fiscal year 2005. Sales are forecast to be \$56 billion, down from the record of \$62.3 billion set in FY 2004. The drop in export sales is mostly due to record U.S. crop production, which mean lower prices for grains, oilseeds and cotton, and increased foreign competition due to larger supplies all around the globe.

For the latest revised figures and information click on the following sites:

<http://www.ers.usda.gov/publications/so/view.asp?f=trade/aes-bb/>

<http://www.fas.usda.gov>



United States Department of Agriculture
Office of Communications, News, Room 460-A
Washington, DC 20250-1300
E-mail: news@usda.gov - Phone: 202-720-9035
Internet: <http://www.usda.gov>

APHIS Animal and
News Plant Health
Inspection
Service

Release No. 0498.04

Jim Rogers (202) 690-4755
Jerry Redding 202) 720-6959

USDA CONFIRMS SOYBEAN RUST IN UNITED STATES

WASHINGTON, Nov. 10, 2004 – The U.S. Department of Agriculture's Animal and Plant Health Inspection Service today confirmed the presence of soybean rust on soybean leaf samples taken from two plots associated with a Louisiana State University research farm Saturday.

While this is the first instance of soybean rust to be found in the United States, the detection comes at a time when most soybeans have been harvested across the country. As a result of the harvest, the impact of the fungus should be minimal this year.

Soybean rust is caused by either of two fungal species, *Phakopsora pachyrhizi*, also known as the Asian species, and *Phakopsora meibomia*, the New World species. The Asian species, the one found in Louisiana, is the more aggressive of the two species, causing more damage to soybean plants.

USDA will dispatch its soybean rust detection assessment team, composed of scientific experts and regulatory officials, to the site within 24 hours. The assessment team will work closely with Louisiana State Department of Agriculture representatives to assess the situation and conduct surveillance around the detection site to determine the extent of the disease spread.

Soybean rust is spread primarily by wind-borne spores capable of being transported over long distances. At this point in time, based on predictive models, APHIS believes that the detection in the U.S. is related to this year's very active hurricane season. While the harvest for this year is complete, during next year's planting season, producers will need to watch for symptoms of the fungus such as small lesions on the lower leaves of the infected plant that increase in size and change from gray to tan or reddish brown on the undersides of the leaves. USDA and the soybean industry have been cooperating on awareness efforts and will amplify those efforts now that the disease has been found in this country. Lesions are most common on leaves but may occur on petioles, stems, and pods. Soybean rust produces two types of lesions, tan and reddish brown. Tan lesions, when mature, consist of small pustules surrounded by slightly discolored necrotic area with masses of tan spores on the lower leaf surface. Reddish brown lesions have a larger reddish brown necrotic area, with a limited number of pustules and few visible spores on the lower leaf surface. Once pod set begins on soybean, infection can spread rapidly to the middle and upper leaves of the plant.

Soybean rust can be managed with the judicious use of fungicides. However, early detection is required for the most effective management of soybean rust. Monitoring soybean fields and adjacent areas is recommended throughout the growing season.

Fungicide applications can reduce yield loss, depending on the plant developmental stage, time when soybean rust is detected, and fungicide application method. Efficacy information for producers on fungicides is available through state university extension services.

For more information, visit APHIS' soybean rust "hot issues" Web site at www.aphis.usda.gov/lpa/issues/sbr/sbr.html.

Note to Reporters: USDA news releases, program announcements and media advisories are available on the Internet. Go to the APHIS home page at <http://www.aphis.usda.gov> and click on the "News" button. Also, anyone with an e-mail address can sign up to receive APHIS press releases automatically. Send an e-mail message to mlyris@mdrdlyriss10.aphis.usda.gov and leave the subject blank. In the message, type "subscribe press releases."

[US-Australia Free Trade Agreement](#)

The U.S.-Australia Free Trade Agreement scheduled to go into effect in January 2005, according to the U.S. Trade Representative's Office.

U.S. Trade Representative Zoellick says the FTA will eliminate more than 99 percent of tariffs on industrial goods between the two countries.

For the details on the agreement, click on the following:

http://www.ustr.gov/assets/Document_Library/Press_Releases/2004/November/asset_upload_file236_6752.pdf

or

<http://www.fas.usda.gov>



NEWS RELEASE

United States Department of Agriculture • Office of Communications • 1400 Independence Avenue, SW
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Release No. 0503.04

Julie Quick (202) 720-4623
Mary Cressel (202) 690-0547

USDA PROVIDES MORE THAN \$78 MILLION TO PROTECT FARM AND RANCH LAND

WASHINGTON, Nov. 22, 2004—Agriculture Secretary Ann M. Veneman today announced that more than \$78 million is available to protect farm and ranch land in all 50 states and Puerto Rico through the Farm and Ranch Lands Protection Program (FRPP).

“This program helps ensure that valuable, productive land is protected,” said Veneman. “The funds will be used to purchase conservation easements to limit conversion of farm and ranch lands to nonagricultural uses.”

The Natural Resources Conservation Service (NRCS) will accept FRPP proposals from interested state, tribal and local governments and nongovernmental organizations until mid-March 2005 to manage the program. A Request for Proposals will be published in the Federal Register soon.

For those proposals selected for funding, USDA enters into agreements with nongovernmental organizations, states, federally recognized tribes and local governments to support their efforts to protect soils and historical and archaeological sites. USDA provides up to 50 percent of the appraised fair market value of the conservation easement.

To participate in the program, landowners agree to limit the use of their land for nonagricultural purposes and to develop and implement a conservation plan. The farm or ranch land must contain productive soils or historic or archaeological sites and be:

- part of a pending offer from a nongovernmental organization, state, tribe or local farmland protection program;
- privately owned;
- covered by a conservation plan;
- large enough to sustain agricultural production;
- accessible to markets for what the land produces; and
- surrounded by parcels of land that can support long-term agricultural production.

Additional information on FRPP, including the Request for Proposals, is on the Web at <http://www.nrcs.usda.gov/programs/frpp>.

-more-

Below is a state list of funds available to purchase conservation easements.

<u>State</u>	<u>Funds Available</u>
Alabama	\$848,800
Alaska	\$1,554,313
Arizona	\$360,100
Arkansas	\$189,800
California	\$2,955,300
Colorado	\$2,722,100
Connecticut	\$2,534,694
Delaware	\$3,184,532
Florida	\$2,271,800
Georgia	\$961,800
Hawaii	\$1,917,236
Idaho	\$752,900
Illinois	\$1,302,500
Indiana	\$250,000
Iowa	\$655,300
Kansas	\$600,000
Kentucky	\$2,226,500
Louisiana	\$235,700
Maine	\$1,547,979
Maryland	\$3,945,900
Massachusetts	\$3,479,450
Michigan	\$2,100,400
Minnesota	\$672,000
Mississippi	\$200,000
Missouri	\$630,400
Montana	\$1,859,100
Nebraska	\$430,300
Nevada	\$1,415,860
New Hampshire	\$2,683,255
New Jersey	\$4,548,630
New Mexico	\$360,100
New York	\$2,728,900
North Carolina	\$2,044,800
North Dakota	\$241,500
Ohio	\$2,442,300
Oklahoma	\$930,600
Oregon	\$440,700
Pennsylvania	\$3,481,300
Rhode Island	\$2,728,085
South Carolina	\$1,401,237
South Dakota	\$189,800
Tennessee	\$668,000
Texas	\$1,130,500
Utah	\$804,100
Vermont	\$2,829,227
Virginia	\$1,110,200
Washington	\$1,334,600
West Virginia	\$1,645,503
Wisconsin	\$1,780,300
Wyoming	\$663,999
Puerto Rico	\$200,000
Total	\$78,192,400



USDA GRANTS ASSISTANCE TO SHRIMP PRODUCERS IN THREE STATES UNDER TRADE ADJUSTMENT ASSISTANCE PROGRAM

WASHINGTON, Nov. 15, 2004 – The U.S. Department of Agriculture's Foreign Agricultural Service today re-certified three petitions for shrimp producers in Georgia, North Carolina and Texas under the Trade Adjustment Assistance (TAA) for Farmers program. These producers are now eligible to apply for TAA benefits.

Under the TAA program, USDA provides technical assistance and cash benefits to farmers and certain fishermen if increasing imports of a like or directly competitive commodity contributed importantly to a decline in producer prices and a loss of net farm or fishing income.

After investigation and analysis, FAS determined that increasing imports of frozen and fresh whole shrimp contributed importantly to a decline in the landed prices of shrimp in Georgia, North Carolina and Texas during 2003 when compared to the applicable 1998-2002 base period.

Shrimpers in Georgia, North Carolina and Texas seeking assistance must apply between Nov. 29, 2004, and Feb. 28, 2005.

Shrimpers who land and market their shrimp in Georgia, North Carolina and Texas may obtain an application for TAA benefits (form FSA-229) from <http://forms.sc.egov.usda.gov/eforms/mainervlet> or from their local Farm Service Agency (FSA) service center. They can also check their local phone listings for the closest service center or go to <http://fsa.usda.gov> and click on "your local office" for contact information. General information about the TAA program can be found on the program's Web site at <http://www.fas.usda.gov/itp/taa/taaindex.htm>.

As part of the 2005 TAA program, shrimpers who apply for TAA benefits are eligible for a variety of technical courses at no cost. Applicants who did not receive technical assistance under the fiscal 2004 TAA program must obtain the technical assistance prior to May 31, 2005, in order to be eligible for financial payments. Financial payments will not be made until after applications are certified.

#

PR 0269-04

2004 net farm income is forecast to top 2003 record by more than \$14 billion

The values of both crop and livestock production are forecast to increase in 2004, for only the fourth time since 1990 (another being 2003). The value of crop production is forecast to top the previous record from 1996 by \$3.1 billion, and the value of livestock production is forecast to exceed the previous record from 2001 by \$15.1 billion.

The combined value of production for crop and livestock commodities is forecast to rise a record \$27.6 billion (13 percent) in 2004, following a \$20.7-billion (10.8 percent) increase in 2003. With this forecast, the value of farm sector production, including income from forestry and services earned on farm assets, will have risen \$50.1 billion in just 2 years.

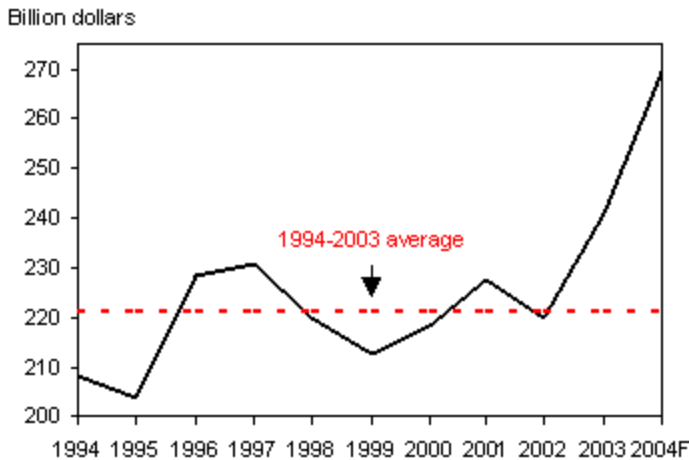
Two consecutive years of exceptionally large harvests for major crops and unusually high prices for livestock and milk have created record earnings for the farm sector, and participants who assume the risks of production (farmers, partners, and contractors) have reaped the benefits. Net farm income is forecast to be \$73.7 billion, exceeding the previous record set in 2003 by 25 percent.

farm operator households' incomes continue to rise

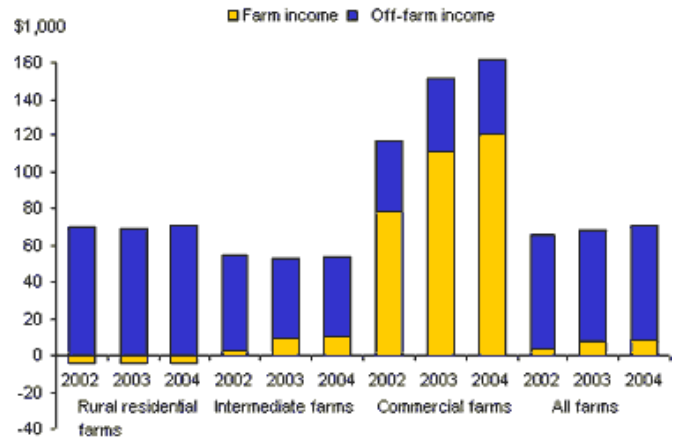
The income earned by farm operator households in 2004 will continue a multiyear string of increases. Average farm household income for 2004 is forecast at \$70,675 per household, up 3.2 percent from last year. Despite declines in government payments, increases in crop and livestock receipts are causing the farm income component of total household income to rise.

The labor market continues to lag the general economy in recovery, dampening growth in wages and salaries for off-farm earnings. Hence, growth in income from the farm is expected to outpace growth in income from off-farm sources, benefiting farms that rely more heavily on the farm for income. Operators of commercial farms are expected to realize the largest increases in household income at 6.5 percent. A 2.5-percent increase is expected in household income for intermediate farms, and a 2.2-percent increase for rural residence farms.

Value of farm sector production, 1994-2004



Sources of operator household income by farm typology, 2002-2004



For the full 2004 forecast, go to the [Farm Income and Costs Briefing room](#).

Related Reports

ERS has traditionally estimated income of the farm sector as a whole. Recently, ERS switched to estimating value added for the farm sector and farm households, combining value-added measurement concepts with farm-level production and cost information from the USDA's Agricultural Resource Management Survey (ARMS) to develop a value-added account for each farm. For more information, see these reports:

[Agricultural Income and Finance Outlook](#)—In 2003, ARMS sampled 36,000 farm operators, doubling its sample size compared to previous surveys and thereby making available State-level estimates for 15 featured agricultural States. Farm operator households' share of agriculture's net value added increased from 34 percent in 2002 to 51 percent in 2003, with commercial farms accounting for almost 70 percent. Among the featured States, California farms had the highest average household income while Indiana farms had the lowest. For 2004, average net cash income is expected to increase for the typical farm operation in 6 of the 9 USDA resource regions. An increase is expected in household income in 2004 for the average farm household for each of the three USDA farm typologies (rural residential, intermediate, and commercial). The largest income gains expected in 2004 are for farm operations specializing in livestock other than beef cattle.

[Income, Wealth, and the Economic Well-Being of Farm Households](#)—Using ARMS data, this analysis hinges on a new concept of economic well-being that captures farm household wealth and expenditures in addition to more conventional income measures. The report also addresses pertinent policy issues, such as whether farm households are inherently disadvantaged and how their incomes, wealth, and household expenditures compare with nonfarm households. While the economic well-being of a vast majority of farm households appears favorable in comparison to nonfarm households, between 6 and 21 percent of farm households exhibit difficult circumstances. Many of these households hold wealth in their businesses that could be used to sustain consumption. However, lower income, lower wealth households, many of whom appear to be beginning farmers, have relatively low levels of consumption, low incomes, and few resources to offset any unexpected income shortfall either from farming or elsewhere.

[Characteristics and Production Costs](#)—This series of reports examines how production costs vary among producers of different commodities. The reports include details derived directly from ARMS data on production practices and input use levels (i.e., the technology set), as well as farm operator and structural characteristics that underlie the most recent cost and return estimates. The commodity-specific surveys, conducted as part of ARMS every 5-8 years on a rotating basis for each commodity, support annual commodity costs and returns estimates, which are updated between surveys to reflect changes in input costs and commodity prices and production.

Related Data



Farm Business and Household Survey Data: Customized Data Summaries from ARMS— Use this new dynamic web-based data delivery tool to learn about agriculture online: farming practices, commodity production costs and returns, the economics of the farm business, the structure of American farming, and the characteristics of the American farm household. Get tailored reporting on agricultural production technology, farm business viability, and the structure of U.S. agriculture from the very latest information gleaned from ARMS—including, for the first time, data for 15 selected States as well as the nation as a whole. This new tool provides one-stop shopping, centralizing access to all ARMS data, including that previously provided in the Farm Financial Management and the Crop Production Practices data products.

ARMS Briefing Room— A synthesis of ERS research based on ARMS data.
For complete 2004 farm income forecast data, see the **Farm Income data product**.

web administration: webadmin@ers.usda.gov

page updated: November 9, 2004

APHIS News Release

USDA RECOGNIZES NEW OFFICIAL NUMBERING SYSTEMS FOR ANIMAL IDENTIFICATION

WASHINGTON, Nov. 10, 2004-The U.S. Department of Agriculture's Animal and Plant Health Inspection Service today announced that it will recognize additional numbering systems for the identification of animals. The systems will apply to interstate commerce and cooperative disease control and eradication programs for animals. Additionally, APHIS will authorize the use of a national numbering system to identify premises where animals are managed or held. These new numbering systems will be a key element in the national animal identification system (NAIS), which USDA is implementing on a voluntary basis.

Currently, many producers use separate identification numbers or methods for official animal health programs, interstate commerce purposes and industry programs such as breed registries. Various industry organizations have recommended, and USDA supports, moving towards a standardized numbering system that would allow one number to be used for all of these purposes. An animal or group of animals would be identified with the same official number under multiple programs, instead of being identified with a different number under each program. The data associated with each program could still be maintained separately, however.

Accordingly, APHIS is amending the regulations to recognize for official use the 15-character animal identification number, 13-character group/lot identification number and 7-character premises identification number. The new official animal numbering system will allow producers to transition into the use of a "one number-one animal" system if they wish to do so.

This interim rule does not change the requirements defining which animals must be officially identified, nor does it require that producers use the new numbering

systems. The rule merely ensures that the new numbering systems are recognized as official, allowing those who want to use such systems to do so.

APHIS also is amending the regulations to prohibit the removal of official identification devices, including those recognized as official on livestock imported from other countries.

This interim rule was published in the Nov. 8 *Federal Register* and became effective upon publication. APHIS documents published in the *Federal Register* and related information, including the names of organizations and individuals who have commented on APHIS dockets, are available on the Internet at <http://www.aphis.usda.gov/ppd/rad/webrepor.html>.

Consideration will be given to comments received on or before Jan. 7, 2005.

Comments can be submitted by postal mail, commercial delivery or by e-mail.

Send an original and three copies of postal mail or commercial delivery comments to Docket No. 04-052-1, Regulatory Analysis and Development, PPD, APHIS, Station 3C71, 4700 River Road Unit 118, Riverdale, MD 20737-1238 or e-mail comments to regulations@aphis.usda.gov. E-mail comments must be contained in the body of the message; do not send attached files. Please include your name and address in the message and type "Docket No. 04-052-1" on the subject line. To submit comments online, go to <http://www.regulations.gov> and follow the instructions for locating this docket and submitting comments.

Comments can be reviewed at USDA, Room 1141, South Building, 14th St. and Independence Ave., SW, Washington, D.C., between 8 a.m. and 4:30 p.m., Monday through Friday, excluding holidays. To facilitate entry into the comment reading room, please call (202) 690-2817.

Note to Reporters: USDA news releases, program announcements and media advisories are available on the Internet. Go to the APHIS home page at <http://www.aphis.usda.gov> and click on the "News" button. Also, anyone with an e-mail address can sign up to receive APHIS press releases automatically. Send an e-mail message to lyris@mdrdlyriss10.aphis.usda.gov and leave the subject blank. In the message, type subscribe press_releases.

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Richie Farmer

Commissioner of Agriculture

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www.kyagr.com

Press Release

FOR IMMEDIATE RELEASE

Wednesday, November 3, 2004

For more information contact:

Bill Clary

(502) 564-4696

KDA HELPS KENTUCKY COMPANY EXPAND INTO MEXICO

FRANKFORT, Ky. - A Kentucky-based national company that facilitates buying and selling of used farm equipment has expanded to Mexico with help from the Kentucky Department of Agriculture.

Fastline de Mexico was unveiled at the Expo Agro Alimentaria trade show Wednesday in Irapuato in the Mexican state of Guanajuato. It is an offshoot of Fastline Publications, which publishes 28 farm and trucking magazines and maintains the Fastline.com Web site from its headquarters in Buckner in Oldham County.

"Fastline's move into Mexico provides a vast new market for equipment dealers in Kentucky and throughout the United States," Agriculture Commissioner Richie Farmer said. "It also will help Mexican farmers who are looking for affordable farm equipment. We were happy to play a role in bringing together the people who could make this venture a reality and help a Kentucky company in the process."

The Department's marketing office brought Fastline representatives together with officials from the Mexico trade office the KDA shares with the Kentucky Economic Development Cabinet. The KDA and the Mexico trade office helped Fastline set up distribution channels in Mexico and obtain a database of producers who would be interested in buying used farm machinery.

"The Mexico trade office was instrumental in helping us with local authorities and guiding us in Mexico," said Peter DelValle, sales manager for Fastline de Mexico.

Fastline de Mexico is a full-color publication of advertisements for farm equipment and services. DelValle said Fastline will provide Spanish translation services to advertisers free of charge.

The first issue of Fastline de Mexico was free. DelValle said Fastline plans to develop a second Mexican publication with two regional editions in the next year.

December Director's Column
DIRECTOR'S COLUMN

I trust you found the 1st edition of "OUTREACH NOTES" to be useful and informative and you took some time to explore our Website (www.fas.usda.gov) or call our Trade Assistance and Promotion Office (TAPO) to learn more about our programs and services.

In the 1st edition I highlighted that FAS has forged important partnerships with trade associations, farm groups, universities, traditionally underserved organizations, youth groups and the media to create a more effective outreach network. We are working to increase the public's awareness of the importance of agricultural trade and of export opportunities. Each month I will highlight three different outreach partners (below) in hopes you will take the time to visit their web site and learn more about their mission and their role in international trade. The three featured this month are:

National Association of State Departments of Agriculture [nasda.org]
U.S. Agricultural Export Development Council [usaedc.org]
National Association of Farm Broadcasters [nafb.com]

Recently we designed an FAS Outreach Program "Pocket Guide" to highlight the importance of agricultural trade. The guide was featured on EXPORT.GOV this summer under the heading "What's New in Exporting--Learn Why Exports & Trade Agreements are Important to U.S. Agriculture". One of the reasons cited was "DEMAND"... noting that a staggering 96 percent of the world's food consumers live outside our borders. Coupled with that fact that over two thirds of the world's purchasing power resides overseas it is easy to see why U.S. Agriculture must continue to "Think Outside the Border". [Let us know if you would like an information packet about the FAS and its programs].

I think you will find our second edition of "Outreach Notes" reflects the input from many of you who told us you wanted to learn more about agricultural export opportunities, upcoming trade events, USDA export programs and our outreach partners. We hope that this edition coupled with information found in our web site addresses your needs...if not please contact TAPO @ 202-720-7420 for assistance. The "S" in FAS stands for "Service" and we would like a chance to prove that to you. We look forward to hearing from you on how we can better serve you.

Thanks for reading!

Sincerely,

Dale Miller

Director
FAS Office of Outreach & Exporter Assistance

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To unsubscribe to “Outreach Notes” or to change your email address contact USDA-FAS, the Office of Outreach and Exporter Assistance by sending a short email to the Editor of “Outreach Notes” at outreach@fas.usda.gov.

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To unsubscribe to “Outreach Notes” or to change your email address contact USDA-FAS, the Office of Outreach and Exporter Assistance by sending a short email to the Editor of “Outreach Notes” at outreach@fas.usda.gov.

China Trade Mission a Success for New York



Meeting in Nanjing – NASDA's Director of Trade Shows Dewitt Ashby (far left) and Commissioner Rudgers (second from the left) met with hundreds of buyers and trade representatives while in China to promote attendance at NASDA's food trade show pavilions in the U.S.

NEW YORK STATE DEPARTMENT OF AGRICULTURE & MARKETS
Nathan L. Rudgers, Commissioner

CONTACT:

Jessica Chittenden

518-457-3136

RELEASE:

Friday

2004

FOR

Immediately,

November 12,

COMMISSIONER RUDGERS RETURNS FROM TRADE MISSION TO CHINA Six Cities in Two Weeks Provides Insight on Market Opportunities with China

State Agriculture Commissioner Nathan L. Rudgers recently returned from a two-week trade mission to China as President of the National Association of State Departments of Agriculture (NASDA). The purpose of the trip was to enhance U.S. agriculture trade relations and promote attendance at U.S. food trade shows by Chinese buyers.

“It would be a mistake to underestimate China's capability in the international trade arena, both as an exporter and an importer,” the Commissioner said. “U.S. producers know that

China can be a competitor, but China is also emerging as a customer. There are a growing number of consumers in China who have the incomes to afford packaged imported foods, and China is rapidly developing a supermarket industry capable of handling these products.”

“We need to be creative and industrious in order to capture our share of China’s market. U.S. food companies need to establish a presence, based on understanding the unique challenges of the Chinese trading environment.”

During the trade mission, Commissioner Rudgers hosted dinner receptions for more than 300 food service representatives and food importers in six major cities - Shanghai, Nanjing, Shenzhen, Guangzhou, Shenyang and Beijing. He also met with USDA Foreign Agricultural Service (USDA FAS) personnel including Maurice House, Minister-Counselor for Agricultural Affairs; LaVerne Brabant, Director of the Agricultural Trade Office (ATO) in Beijing; Keith Schneller, Director of the ATO in Guangzhou; and Ross Kreamer, Director of the ATO in Shanghai.

“Chinese buyers assured us that there is a tremendous market opportunity for innovative, high-end products in China’s cities, and the rate of migration from the countryside is transforming that country from a rural to an urban society at a breathtaking pace,” the Commissioner said. “Even a small percentage of China’s 1.3 billion consumers is a substantial market for anyone willing to go the distance.”

China has 20 percent of the world’s population and only 5 percent of the world’s arable land. Farmland is a scarce resource in China and challenges with water quality and availability, as well as the ability to supply for competitive wages are forcing its farmers to shift their agricultural production from low-input, low-value crops to high-value, labor intensive crops.

While in China, Commissioner Rudgers visited a 25-acre greenhouse operation in Shanghai where all the fruits and vegetables grown were directly sold to five choice retail markets, as well as several elite street vendors and restaurants. This greenhouse and others like it are new to China. They have been established to address the need for quality food products in the marketplace, but more importantly to return cash to rapidly developing suburbs.

Commissioner Rudgers also visited a 2,800-cow dairy farm in Guangdong and met with Daniel Chan, Director of the U.S. Dairy Export Council in China.

“The Chinese have acquired a taste for a broad range of dairy products and an interest in high quality dairy products from the U.S.,” the Commissioner said. As more Chinese consumers increase their disposable income, their interest in high quality products, like milk and dairy products will increase, providing additional market opportunities for U.S. producers.

China’s entrance into the World Trade Organization (WTO) has allowed the U.S. greater market access to 1.3 billion people. “China’s recent elevation to full WTO status and its voracious appetite for raw commodities could prove beneficial for the American farmer in the long run,” the Commissioner said. “Because we have the ability to move more commodities like corn and soybeans to China, this could be instrumental in offsetting a bin-busting crop production year like 2004.”

The trip was funded by a grant provided to NASDA by USDA's Foreign Agricultural Service (FAS) Emerging Markets Program. Over the past three years, NASDA has received a total of \$350,000 for promotions in China to support its U.S. Food Export Showcase and American Food Fair pavilions, held respectively at the FMI (Food Marketing Institute) Show and the NRA (National Restaurant Association) Show. Chinese visitors to the FMI and NRA events purchased \$20 million in U.S. food products in 2004

China is the world's most populous country and one of the largest producers and consumers of agricultural products. China's population is about 4.5 times that of the U.S. Its cropland area is only 75 percent of the U.S. total, but China still produced crops and livestock valued at \$257 billion in 2001, approximately 30 percent more than the U.S. total.

China tends to import land-intensive commodities such as grains, soybeans, cotton, and exports labor-intensive commodities, such as fish, fruits, vegetables, poultry and processed agricultural goods. In 2002, China's agricultural exports totaled an estimated US\$13 billion and its agricultural imports totaled US\$10.8 billion.

Jessica A. Chittenden

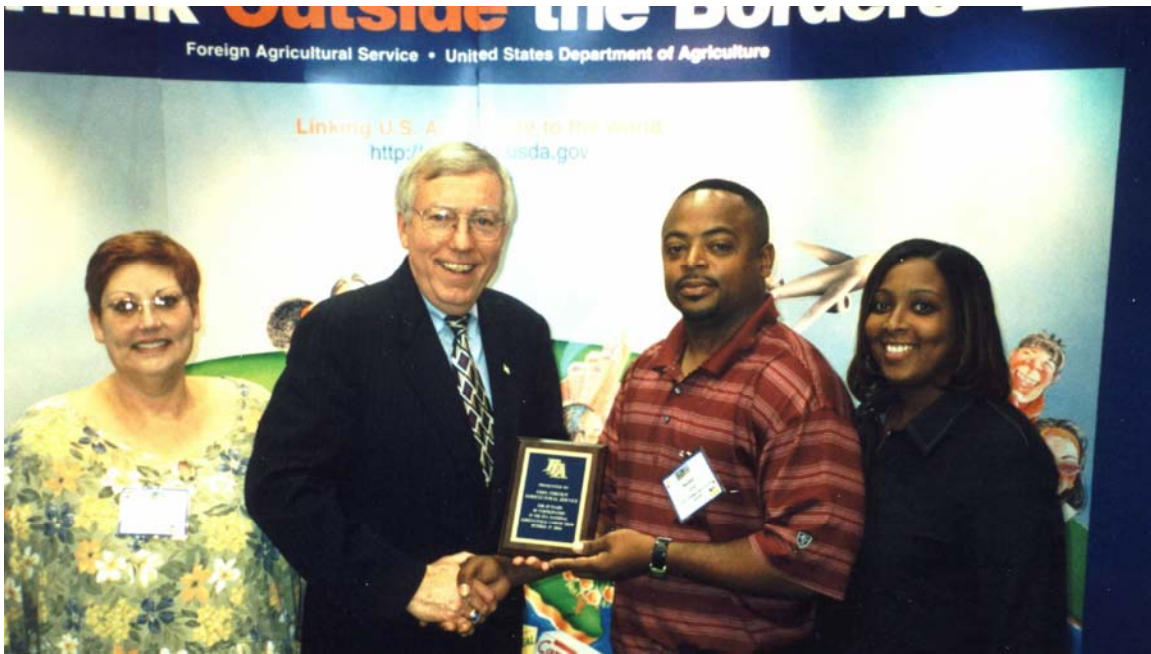
Director of Communications

NYS Dept. of Agriculture & Markets

10B Airline Drive, Albany, NY 12235

☎ 518-457-3136

OOEA Receives FFA Award



USDA's Foreign Agricultural Service was honored by the National FFA Organization for its 10 years of participation in the FFA National Agricultural Career Show.

The presentation was made at the 39th annual show during the National Future Farmers' of America (FFA) Convention on October 28, 2004, in Louisville, Kentucky.

The award, presented by Coleman Harris, the National FFA Executive Secretary of the U.S. Department of Education was accepted by Ronald Turner on behalf of the entire FAS Office of Outreach and Exporter Assistance.

Others present for the award presentation were Leslie Burket and Marie Rice who also attended the FFA show on behalf of FAS-OOEA.



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Release No. 0495.04

Ed Loyd (202) 720-4623
Tim McNeilly (202) 690-0498

VENEMAN ANNOUNCES OVER \$1.7 MILLION IN GRANTS TO SUPPORT THE MISSISSIPPI DELTA REGION IN BUSINESS EXPANSION AND JOB CREATION

WASHINGTON, Nov. 8, 2004—Agriculture Secretary Ann M. Veneman today announced \$1.74 million in grant funds to assist the Delta Regional Authority (DRA) to remedy severe and chronic economic distress in Mississippi Delta region communities. With funds from USDA Rural Development, DRA will be able to support the operation of 20 different projects. Of the \$1.74 million, \$715,622 will be used to fund Rural Business Enterprise Grant and Rural Business Opportunity Grant programs throughout the eight-State region, and \$1,024,353 will fund technical assistance activities.

“USDA is committed to upholding President Bush’s goal of creating jobs and economic opportunities for rural America,” Veneman said. “These grants provide financial support to help stimulate economic growth and enhance partnerships in the communities.”

The DRA is a partnership between the Federal Government and the States, which serves a 240 county/parish area in an eight-State region, including, Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri and Tennessee. The Governor of each State and a Federal Co-Chairman lead the DRA to help economically distressed communities leverage Federal and State programs. These programs are focused on basic infrastructure development, transportation improvements, business development and job training services.

Last year, USDA Rural Development provided \$1.9 million in grant funds to assist the DRA fund 17 business development planning or training efforts. Funds were also used to create the “Delta Leadership Institute,” a transportation infrastructure plan for the region, and a comprehensive action plan.

The following is a list of individual projects being funded by the DRA for fiscal year 2005:

City of Union Springs (AL)--\$13,500
University of Alabama (AL)--\$50,000
Presbyterian Development Corporation (AR)--\$99,634
Southeastern Illinois College Foundation (IL)--\$48,000
Pinkneyville Community Hospital (IL)--\$50,000
Marshall County/Calvert City Riverport Authority (KY) --\$75,000
Madison Parish Hospital (LA)--\$40,300

Iberville Chamber of Commerce (LA)--\$50,000
Alt Consulting (MS)--\$50,000
Technology Enterprises (MO)--\$50,000
Adopt-A-Farm Family of America (MO)--\$68,888
City of Henry (TN)--\$70,000
Union County (MS)--\$50,000

In addition to these grants, the DRA has several policy initiatives & economic development planning activities that will be funded through the USDA grant.
They are:

1. Delta Leadership Institute (a leadership training program)
2. Development of a Biotechnology Plan, Phase I for the region
3. Development of an Information Technology Plan, Phase I for the region
4. Development of a Health and Economic Development Study/Action Plan for the region
5. Development of a Regional Tourism Plan for the region
6. Development of a Pre-Employment Training Program (job training program for adult students)
7. Conduct DRA Annual Training Conference
8. Conduct Local Development District Training Session

For further information on these projects and policy initiatives, please contact DRA at: <http://www.dra.gov/>, 1-888-GO-TO-DRA or Fax: (662) 624-8537, 236 Sharkey Avenue, Clarksdale, MS 38614.

USDA Rural Development's mission is to deliver programs in a way that will support increasing economic opportunity and improve the quality of life of rural residents. As a venture capital entity, Rural Development provides equity and technical assistance to finance and foster growth in homeownership, business development, and critical community, and technology infrastructure. Further information on rural programs is available at a local USDA Rural Development office or by visiting USDA's web site at <http://www.rurdev.usda.gov>.

[NASDA Site Can Locate Your State Department of Agriculture](#)

Locate your State Department of Agriculture office by clicking on the National Association of the State Departments of Agriculture (NASDA) website at the following address:

<http://www2.nasda.org/NR/exeres/FAF683C2-6CFA-432C-B416-465EF9BE1267.htm>

or by clicking on <http://www2.nasda.org>

Links to State Regional Trade Groups

The State Regional Trade Groups (STRG) are four regionally located, non-profit trade development organizations that help U.S. food producers and processors sell their products overseas. The STRGs receive funds from USDA's Foreign Agricultural Service (FAS), the State Departments of Agriculture and private industry.

They carry out promotional activities that increase exports of U.S. high-value food and agricultural products. Activities of the organizations are directed by the State Departments of Agriculture, state agricultural promotion agencies, and coordinated with FAS' Washington and country offices overseas including international trade exhibitions, overseas trade missions, reverse trade missions, export education, in-country research, and point-of-sale promotions in foreign food chains and restaurants in markets around the world. The STRGs also administer a cost-share funding program called the Brand Program that supports promotion of brand name food and agricultural products in overseas markets. The STRGs include:



The Western U.S. Agricultural Trade Association (WUSATA) is located in Vancouver, Washington. <http://www.wusata.org>

Calendar of events: http://www.wusata.org/events_calendar/default.asp



The Mid-America International Agri-Trade Council (MIATCO) is based in Chicago, Illinois. <http://www.miatco.org>

Calendar of events: http://www.miatco.org/us_food/events_calendar/index.htm



The Southern U.S. Trade Association (SUSTA) is located in New Orleans, Louisiana. <http://www.susta.org>

For the calendar of events click onto: <http://www.susta.org/events/index.html>

(MORE)



The Food Export USA-NE is located in the Northeast at:

<http://www.foodexportusa.org>

Calendar of events: <http://www.foodexportusa.org/calendar/index.cfm>

For more information on the State Regional Trade Groups click:

<http://www.fas.usda.gov/agexport/psinfo.html>



For export assistance click on USDA's Foreign Agricultural Service

at: <http://www.fas.usda.gov/agexport/exporter.html>



The U.S. Commercial Service Export Assistance link:

<http://www.export.gov>.

FY 2005 Export Forecasts for Ag, Fishery & Solid Wood Products

Since August...
AgExport Forecast Lowered \$1.5 Billion to \$56 Billion
Imports Raised \$1 Billion to a Record \$56 Billion,

USDA's "Outlook for U.S. Agricultural Trade"
was released on November 22, 2004 at 4pm EST
Prepared by Foreign Agricultural Service/USDA

For details on the latest forecast click on www.ers.usda.gov

Food and Hotel Korea Show



Venue: Coex Convention and Exhibition Center (Seoul's premiere venue!)

Dates: March 16-18, 2005

U.S. Pavilion:

- ❖ Largest country pavilion
- ❖ Business Center equipped with computers and Internet access
- ❖ Full Walk-on-Booth Package AND/OR raw space options
- ❖ Pre-show market information and market tours

The Market: Economically and industrially, Asia is the fastest-growing region in the world. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years. South Korea is one of the world's largest food-importing countries. It relies on imported products for almost three-quarters of its consumption. Within the Asia Pacific, it is the third largest market for imported consumer food and beverages, with a value of almost \$5 billion per annum.

In 2003, the U.S. share of the Korean market was 26 percent, a slight increase from 2002. U.S. products have some significant advantages in this market; many Koreans are familiar with the taste and style of U.S. food products and, because the English language is so prevalent, the labels on U.S. food products are better

understood. Advantages for U.S. exporters lie in consumer-oriented, high-value processed products. Total Korean imports of consumer ready products increased 9 percent in 2003 to \$3.7 billion, 41 percent of which were from the United States. Imports of consumer-oriented products from the U.S. increased 16 percent in 2003, growing at a rate double that of total imports. As a result U.S. exporters will have an even greater opportunity in this next year to supply processed foods,

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Fax: 011-822-720-7921

Email: Sangyong.Oh@usda.gov

Stand Organizer:

Ellen

Demarest/Virginia

Jensen

Kallman Worldwide

Waldwick, New Jersey

Tel: 201-251-2600

Fax: 201-251-2760

E-mail: EllenD@Kallman.com

portion controlled items and private branding to Korean consumers, retailers and importers.

Food Show Plus!

*International Exposure at Your Fingertips. **The Food Show Plus! program varies per show and per State Regional Trade Group and could include:***

- Pre-show product research regarding pricing, import regulations, etc.
- Invited qualified visitors to your booth
- Translation of booth and sales material
- Providing technical interpreters at your booth
- Local industry tours
- Show leads

For more information contact:

Food Export USA-Northeast: Philadelphia, PA

Tel: 215-829-9111, Fax: 215-829-9777, www.foodexportusa.org

Mid-American International Agri-Trade Council (MIATCO): Chicago, IL

Tel: 312-944-7777, Fax: 312-944-1144, www.miatco.org

The Southern U.S. Trade Association (SUSTA): New Orleans, LA

Tel: 504-568-5986, Fax: 504-568-6010, www.susta.org

The Western U.S. Agricultural Trade Association (WUSATA):

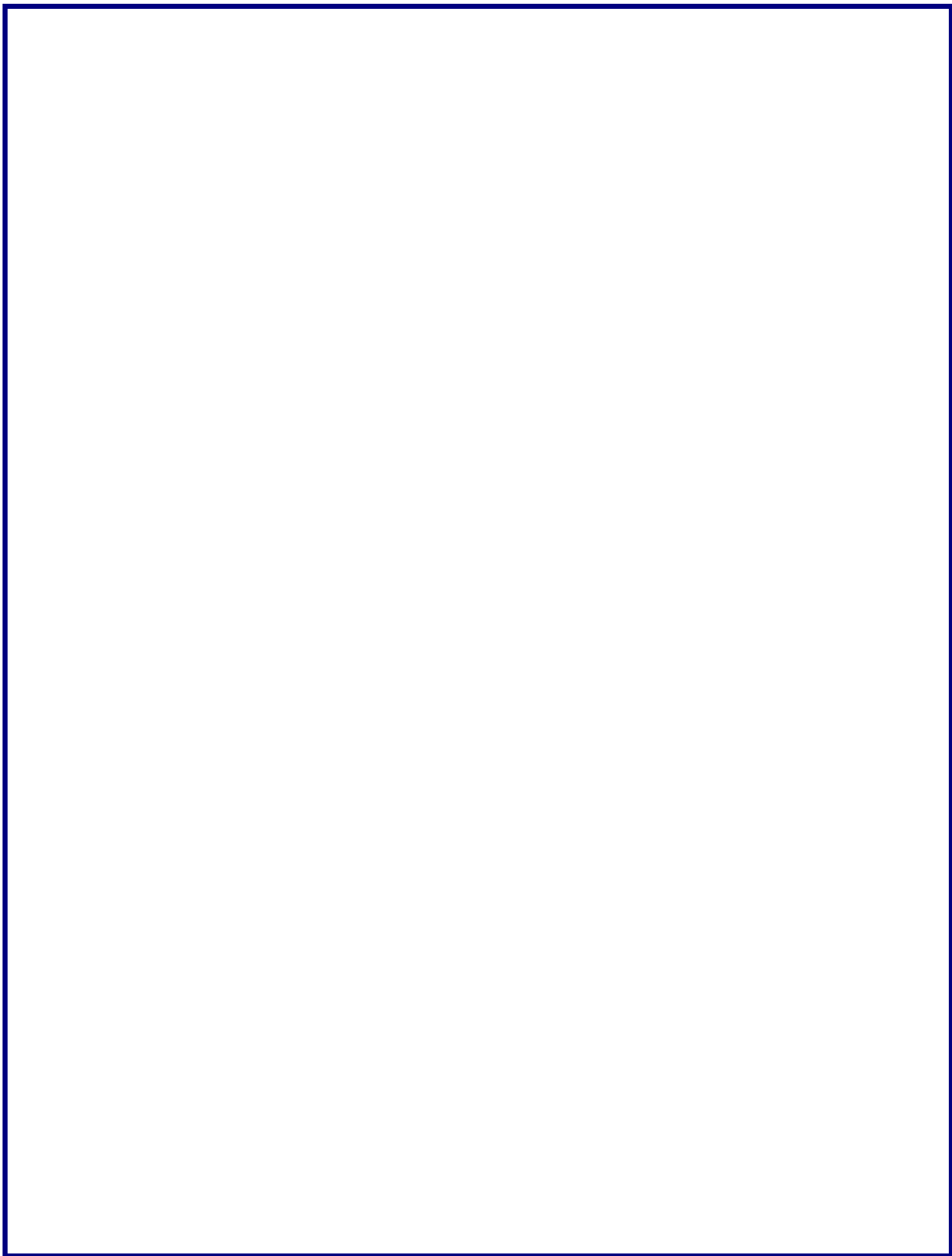
Vancouver, WA

Tel: 360-693-3373, Fax: 362-693-3464, www.wusata.org

MIATCO Trade Mission

For more information on MIATCO events click on the following link:

http://www.miatco.org/us_food/events_calendar/index.htm





USDA Outlook Forum

Science, Policy and Markets - What's Ahead?

Sharpen your strategy for 2005 by attending the USDA's Outlook Forum 2005. Count on the Forum for the latest farm and commodity prospects and insight into to top-burner issues affecting U.S. agriculture. The program will feature speakers on the impact of science on farm, farm policy and agricultural markets.

Today as never before, science crosses paths with farming, farm policy and the marketplace. Science, instrumental in raising productivity, is also inseparable from what we know and believe about the environment, food safety, crop and livestock diseases and nutrition and health. Scientific solutions are vital to solving pressing health issues such as BSE. Yet, scientific findings are a matter of debate that affects many policies vital to agriculture, rural America and international trade.

Leading commodity analysts will be on hand to debate planting, trade, and price prospects for farm commodities in the year ahead. The program also will include insightful sessions on issues such as BSE, prospects for energy prices and ethanol, international trade talks and rulings, the future of NAFTA, early debate over the next Farm Bill, and growing competition with supermarkets. There will be ample time for networking at this popular event, which attracted 1,400 people last February. Attendees will receive a set of new USDA long-term commodity projections to 2014.

For more information on USDA's "Outlook Forum" click on

<http://www.usda.gov/oce/forum/>



NEWS RELEASE

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Release No. 0494.04

Julie Quick (202) 720-4623
James Spurling (202) 720-8187

USDA AWARDS OVER \$18.1 MILLION IN SMALL BUSINESS GRANTS TO PROMOTE INNOVATIVE RESEARCH

WASHINGTON, Nov. 8, 2004—Agriculture Secretary Ann M. Veneman today announced that 129 small businesses in 42 states have received Small Business Innovation Research (SBIR) grants totaling over \$18.1 million for fiscal year 2004.

“These grants will help qualified small businesses conduct innovative research on important agricultural problems that could lead to significant public benefit,” Veneman said.

The grants are awarded in two phases in 11 topic areas including: Forests and Related Resources, Plant Production and Protection, Animal Production and Protection, Air Water and Soils, Food Science and Nutrition, Rural and Community Development, Aquaculture, Industrial Applications, Marketing and Trade, Wildlife and Animal Waste Management.

In Phase I of this program companies use the grants to explore the feasibility of the technology they are proposing. Grants are provided for up to \$80,000 and can last up to eight months. Examples of Fiscal Year 2004 Phase I projects include investigation into:

- An improved quality soy-oil based biodiesel fuel
- The ability to provide broadband telecommunications for rural America
- An advanced system for early detection of feedlot diseases and improved animal tracking

Companies that successfully complete their Phase I projects are eligible to apply for Phase II grants with awards up to \$300,000 and with a maximum two-year project duration. During this phase, the companies build upon the work conducted in Phase I and begin to develop strategies that will lead to the commercialization of a viable product. Examples of Fiscal Year 2004 Phase II projects include:

- Genetic screening to identify rice varieties with enhanced value-added properties
- The creation of a vaccine for farmed salmon to protect against an important infectious disease
- A procedure to enhance fruit juice concentration processes

Further information on the USDA's SBIR program can be viewed at <http://www.csrees.usda.gov/funding/sbir/sbir.html>. A complete list of the 2004 SBIR award winners can be seen at http://www.csrees.usda.gov/funding/sbir/04_recipients.html.

SBIR is administered through the Cooperative State Research, Education, and Extension Service (CSREES) whose mission is to advance knowledge for agriculture, the environment, human health and well being and communities. More information about CSREES can be found at <http://www.csrees.usda.gov>.

Borlaug Program Description

The cornerstone of the Norman E. Borlaug International Science and Technology Fellows Program (Borlaug Fellows Program) is faculty and scientist exchange programs with developing countries. The program provides short-term scientific training for international agricultural research scientists and policymakers from selected developing countries. Each Fellow is assigned a mentor who will coordinate the Fellow's training and visit the Fellow's host country after completion of the training. Training venues include U.S. land grant universities, USDA or other government agencies, private companies, not-for-profit institutions and international agricultural research centers.

Geographic Coverage

The program is open to participants from developing and middle income countries. At this time, the priority regions of coverage are Africa, Latin America and the Caribbean, and Asia, with active programs in Bulgaria, Central America, Morocco, the Philippines, Romania, Serbia-Montenegro, Uruguay, Vietnam, and West Africa.

Background

The United States Department of Agriculture's Foreign Agricultural Service (USDA/FAS) has established the Norman E. Borlaug International Science and Technology Fellows Program in honor of Nobel Laureate Norman E. Borlaug. This program is an outcome of USDA's Ministerial Conference and Expo on Agricultural Science and Technology that was held in Sacramento, California, in June 2003. The program fosters developing countries' in adopting and adapting agricultural science and technology.

Purpose

The purpose of the Borlaug Fellows Program is to help countries strengthen their agricultural practices through the transfer of new science and agricultural technologies. The program encompasses a wide variety of agricultural technologies, including those related to production, processing and marketing. The program also addresses obstacles to the adoption of technology, such as ineffectual policies and regulations. Areas of training can be in any agriculture-related field, and include traditional areas such as agronomy, plant pathology, entomology, veterinary sciences, microbiology, agricultural economics, but also may include food safety, sanitary and phytosanitary topics, environmental sciences, agricultural biotechnology, global climate change, water quality and management, among others.

Training Focus

The objective of the Borlaug Fellows Program is to provide promising young scientists with an opportunity to work closely with U.S. and international specialists in their fields of agricultural science. During a four-to-six week training period, selected Fellows will work closely with their chosen mentor, learn new research techniques, access fully equipped libraries, and learn about public-private research partnerships. Fellows will also have an opportunity to learn about graduate curricula in agricultural research. It is expected that the Fellows will apply the knowledge obtained through the program in their own research and teaching activities, and share it with colleagues at their home institutions and throughout their country. Fellows can be trained at U.S. universities (especially land grant universities), international agricultural research centers, international organizations, and private sector research and policy centers.

Upon returning to their home institutions, Fellows will be expected to present a seminar on their research activities. In addition, a Program-wide seminar and workshop will be scheduled in their country or region in the year following the fellowship. The event will consist of presentations by Fellows and their mentoring scientists to the academic and agricultural research community. The purpose of the workshop is to identify areas of mutual interest and promote networking and further collaboration among host country and the mentoring agricultural scientists. Participants in the Borlaug Fellows Program must agree to return to their home institution for at least two years following their training experience so the goal of establishing ongoing international collaboration can be achieved.

Training Program Design

Each training activity reflects the philosophy that training in an agricultural science should provide the Fellow with sound technical knowledge and the opportunity to test and practice new skills and knowledge in practical situations. Therefore, most programs offer a mixture of technical instruction and practical field experience. Training programs are specifically designed in accordance with the training objectives discussed during the interview and application process. It is important that the application contain detailed information on the candidate's background and research interests.

For more information on the Borlaug program click on www.fas.usda.gov



STATEMENT

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Release No. 0490.04

by

Agriculture Secretary Ann M. Veneman

Regarding the Selection of Dr. Elsa Murano as Vice Chancellor of Agriculture for the Texas A&M University System, Dean of the College of Agriculture at Texas A&M University-College Station and Director of the Texas Agricultural Experiment Station

November 4, 2004

"I congratulate Dr. Murano on her appointments to Texas A&M University. As the Undersecretary for Food Safety, her experience and dedication to the scientific process have contributed greatly to the U.S. Department of Agriculture and those qualities will serve her well in her new responsibilities."

"On behalf of President Bush, I thank Dr. Murano for her service and her leadership in protecting public health by working to ensure a safe meat and poultry supply. Among her many accomplishments, she improved the training program at the Food Safety & Inspection Service so that meat inspectors are better prepared to verify the correct implementation of the Hazard Analysis & Critical Control Points (HACCP) system by meat and poultry plants. She has also led FSIS in the application of risk assessment and other science-based tools, which have helped to reduce foodborne illnesses and product recalls. Dr. Murano has also effectively led the agency in implementing new controls against Bovine Spongiform Encephalopathy (BSE).

"We wish her and her family all the best as they move back to Texas."

World Trade Centers Association:

Find out about upcoming events at World Trade Centers around the globe! The World Trade Center Association has a Calendar of Events that is loaded with seminars, conferences, trade fairs, exhibitions and other events for the international business community. For more information, click on the following link:

<http://world.wtca.org/portal/index.jsp>

**Foreign Agricultural Service
Market Access Program Fact Sheet**

The Market Access Program (MAP) uses funds from the U.S. Department of Agriculture's (USDA) Commodity Credit Corporation (CCC) to aid in the creation, expansion, and maintenance of foreign markets for U.S. agricultural products. The MAP is authorized by Section 203 of the Agricultural Trade Act of 1978, and is administered by the USDA's Foreign Agricultural Service (FAS).

The MAP forms a partnership between non-profit U.S. agricultural trade associations, U.S. agricultural cooperatives, non-profit state-regional trade groups, small U.S. businesses, and USDA's Commodity Credit Corporation to share the costs of overseas marketing and promotional activities such as consumer promotions, market research, trade shows, and trade servicing.

How the program benefits U.S. agriculture: Each year, MAP helps launch and expand sales of U.S. agricultural, fish, and forest products overseas. Rural American farmers and ranchers, as the primary suppliers of commodities, benefit from MAP. All regions of the country benefit from the program's employment and economic effects from expanded agricultural export markets.

How the program works: The MAP uses funds from the USDA's Commodity Credit Corporation to partially reimburse program participants for foreign market promotion activities.

Beginning with implementation of the Farm Security and Rural Investment Act of

2002 (FSRIA), funding for the MAP program will rise from \$100 million in FY 2002 progressively up to \$200 million by FY 2006. For all funding above \$90 million: (1) past program participants, as well as new participants, will receive equal consideration for projects; and (2) proposals for activities in emerging markets, as well as all other markets, will be given equal consideration.

Each year, USDA announces an application period for participation in the MAP, publishing it in the *Federal Register*. Trade organizations and private firms develop MAP proposals and submit them to USDA as part of the Unified Export Strategy (UES) process that allows applicants to request funding for various USDA market development programs through a single strategically coordinated proposal.

The MAP applications undergo a competitive review process based on criteria specified in the *Federal Register* announcement. Funds are awarded to applicants that demonstrate effective performance based on a clear, long-term strategic plan. FAS sets a program funding level and signs a program agreement with each participant. Participants must keep an itemized list of expenses incurred during the program year and submit them to FAS for reimbursement. Expenses are subject to audits and participants are held accountable for maintaining proper documentation.

Agricultural cooperatives and small companies can receive assistance under the brand program. To conduct branded product promotion activities, individual companies must provide at least 50 percent of funding. For generic promotion activities, trade associations and others must meet a minimum 10-percent match requirement. Participants are required to certify that federal funds used under the program supplement -- and not replace -- private sector funds. MAP regulations limit the promotion of branded products in a single country to no more than five years.

What commodities are covered: USDA has approved MAP proposals to promote a wide variety of U.S. commodities in almost every region of the world. Among those U.S. food and fiber products are apples, asparagus, canned peaches and fruit cocktail, catfish, cherries, citrus, cotton, dairy products, dry beans, eggs, feed grains, frozen potatoes, grapes, honey, hops, kiwifruit, meat, peanuts, pears, pet food, pistachios, poultry meat, prunes, raisins, rice, salmon, soybeans, strawberries, sunflower seeds, surimi, tallow, tomato products, walnuts, watermelons, and wheat.

Where to get information: To submit a MAP proposal or to find more about the program, contact the USDA-FAS Marketing Operations Staff AG Box 1042, 1400 Independence Ave., Washington, DC 20250-1042; Phone: (202) 720-4327; on the Internet at: <http://www.fas.usda.gov/mos/programs/mapprog.html>.

Information on FAS programs, trade data, and reports are available by accessing the FAS Home Page at: <http://www.fas.usda.gov>.

Market Access Program Allocations Fiscal Year 2004

MAP Participant	Allocation
Alaska Seafood Marketing Institute	\$2,969,653
American Forest & Paper Association	\$7,147,112
American Peanut Council	\$1,265,673
American Seafood Institute	\$94,354
American Sheep Industry Association	\$285,358
American Soybean Association	\$4,230,302
Association of Brewers	\$101,607
Blue Diamond Growers/Almond Board of California	\$1,515,075
California Agricultural Export Council	\$1,014,110
California Asparagus Commission	\$237,383
California Cling Peach Growers Advisory Board	\$344,917
California Kiwifruit Commission	\$125,814
California Pistachio Commission	\$892,327
California Prune Board	\$2,162,873
California Strawberry Commission	\$627,309
California Table Grape Commission	\$2,276,479
California Tomato Commission/Florida Tomato Committee	\$548,825
California Tree Fruit Agreement	\$1,571,463
California Walnut Commission	\$2,971,836
Cherry Marketing Institute	\$135,420
Cotton Council International	\$9,899,373
Cranberry Marketing Committee	\$745,726
Distilled Spirits Council	\$62,276
Florida Department of Citrus	\$4,776,799
Food Export USA Northeast	\$5,578,103
Ginseng Board of Wisconsin	\$5,418
Hawaii Papaya Industry Association	\$9,435
Hop Growers of America	\$90,448

Intertribal Agriculture Council	\$415,415
Mid-America International Agri-Trade Council	\$7,145,583
Mohair Council of America	\$67,114
National Association of State Departments of Agriculture	\$1,587,075
National Confectioners Association	\$1,205,523
National Dry Bean Council	\$519,638
National Honey Board	\$116,285
National Potato Promotion Board	\$2,705,406
National Renderers Association	\$364,691
National Sunflower Association	\$867,957
National Watermelon Promotion Board	\$133,952
New York Wine and Grape Foundation	\$181,007
North American Export Grain Association	\$95,022
Northwest Wine Promotion Coalition	\$465,848
Organic Trade Association	\$250,063
Pear Bureau Northwest/California Pear Advisory Board	\$1,688,041
Pet Food Institute	\$912,048
Raisin Administrative Committee	\$1,988,790
Southern United States Trade Association	\$4,951,225
Sunkist Growers, Inc.	\$1,996,471
Texas Produce Export Association	\$73,239
The Catfish Institute	\$305,895
The Popcorn Board	\$258,792
U.S. Apple Association	\$376,931
U.S. Dairy Export Council	\$2,661,598
U.S. Grains Council	\$5,036,065
U.S. Highbush Blueberry Council	\$96,509
U.S. Livestock Genetics Export, Inc.	\$909,483
U.S. Meat Export Federation	\$10,674,318
U.S. Wheat Associates	\$2,507,098
USA Dry Pea and Lentil Council	\$461,235
USA Poultry and Egg Export Council	\$3,167,558
USA Rice Federation/U.S. Rice Producers Association	\$2,972,700
WA State Fruit Commission/CA Cherry Advisory Board	\$884,823
Washington Apple Commission	\$2,565,044
Welch's Food	\$590,557
Western United States Agricultural Trade Association	\$7,063,750

Wine Institute

\$4,101,783

Evaluation

\$950,000

Total Allocation

\$125,000,000

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.

